

# 2008 ALBERTA CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Alberta Canada to Arizona	155,700

QUARTER OF TRAVEL	
1st Quarter	34.8%
2nd Quarter	40.5%
3rd Quarter	4.9%
4th Quarter	19.8%

## Visitor Demographics:

GENDER	
Female	50.8%
Male	46.4%

AGE	
Children 0-19 years	6.4%
20–34 years	6.2%
35–54 years	29.6%
55–74 years	51.2%
75+ years	3.8%
Unknown	2.8%

PARTY COMPOSITION	
Avg Travel Party Size	2.1 persons
Traveling Alone	8.4%
2 Adults	58.6%
3+ Adults	17.1%
Adults and Children	13.2%
Unknown	2.8%

TRAVEL PARTY SIZE	
1 person	9.2%
2 persons	64.6%
3 persons	7.8%
4 persons	10.9%
5-9 persons	7.6%
10+ persons	0.0%

## Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	23.1 nights
1–3 nights	15.9%
4–9 nights	34.6%
10–20 nights	17.8%
21+ nights	31.7%

MODE OF ENTRY	
Airplane	53.7%
Auto	39.6%
Via USA	6.4%
Other	0.3%

## Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	51.5%
Second Home, Cottage, Condo	23.4%
Visit Friends or Relatives	11.9%
Convention, Conference, Trade Show	6.5%
Attend Events, Attractions	2.6%
Other	2.2%
Other Work	1.0%
Meetings	0.5%
Personal (Medical, Wedding, etc)	0.5%

ACCOMMODATIONS	
Home of Friend or Relatives Only	19.9%
Other Only	18.9%
Hotel Only	18.4%
Camping or Trailer Park Only	13.6%
Motel Only	8.1%
No Accommodation Reported	5.9%
Cottage/Cabin Only	4.5%
Other Combinations of 2 types	4.2%
Combination of 3 or more types	3.0%
Motel & Home of Friends/Relatives	1.7%
Hotel & Motel	1.2%
Hotel & Home of Friends/Relatives	0.5%

## Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,370.46 CDN
\$0—\$299 CDN*	9.8%
\$300—\$1,999 CDN*	33.7%
\$2,000—\$7,999 CDN*	47.8%
\$8,000+ CDN*	8.7%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,460.89 US
\$0 - \$319 US*	9.8%
\$320 - \$2,131 US*	33.7%
\$2,132 - \$8,527 US*	47.8%
\$8,528+ US*	8.7%

\*Annualized Conversion rate for 2008: \$1 CDN = \$0.9381 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$59.37 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$63.29 US